

**Notice of Allowability**

Application No.	Applicant(s)
09/848,336	SUWABE, SHINICHI
Examiner	Art Unit
Michael Bekerman	3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS. This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to Amendment filed 2/19/2007.
2.  The allowed claim(s) is/are 4-9, 14-19 and 24-29.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All b)  Some\* c)  None of the:
    1.  Certified copies of the priority documents have been received.
    2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.



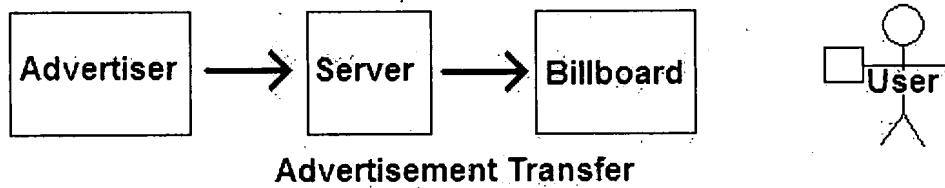
JEFFREY D. CARLSON  
PRIMARY EXAMINER

## DETAILED ACTION

This action is responsive to papers filed on 2/19/2007.

### ***Allowable Subject Matter***

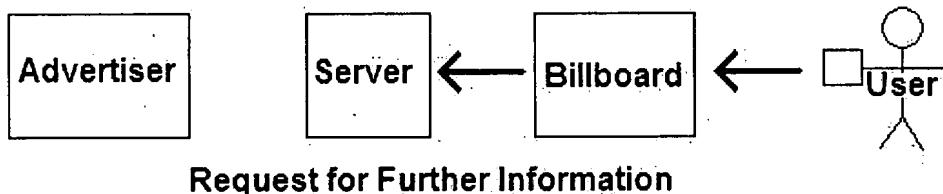
1. Claims 4-9, 14-19, and 24-29 are allowed.
2. The following is an examiner's statement of reasons for allowance: The independent claims of Applicant's invention recite a system comprising an advertiser computer system (referred to in the claims as a "shop terminal") in communication with a billboard management server (referred to in the claims as an "advertisement panel control terminal") that controls information that is displayed on multiple electronic billboards (referred to in the claims as "advertisement panel devices") located in a plurality of differing locations. The advertiser uploads an advertisement to the server, and the server sends the advertisement to the appropriate electronic billboards to be displayed.



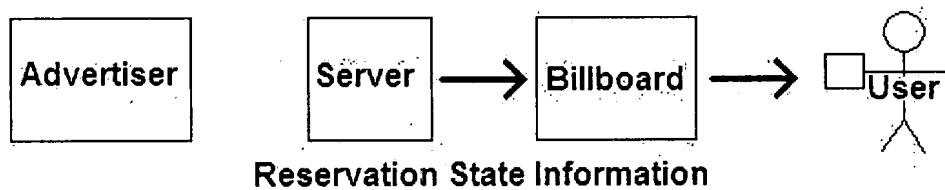
When a user walks up to the billboard with a handheld wireless communication-capable device (referred to in the claims as an "information portable unit"), that user may send a request to the electronic billboard for further information about the

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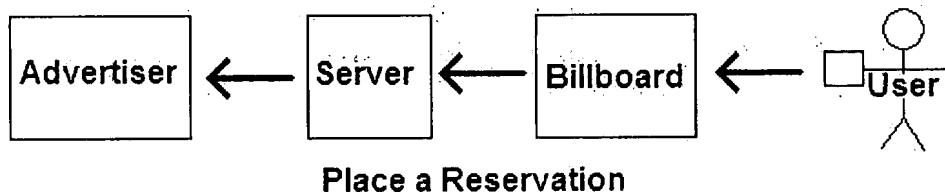
advertisement being shown at that moment. The electronic billboard will then send that request to the management server.



The management server will, in response to this request, send information that indicates whether a reservation may be placed (reservation state) to the electronic billboard, which will then forward that information to the user's handheld device.



The user may then make a reservation by sending the appropriate information (reservation requesting information) from the handheld device to the electronic billboard, which will send that information to the management server, which will forward the information to the advertiser computer system which then logs the reservation.



3. The provisional application of Unold (U.S. Pub No. 2002/0055880, only the provisional date of this reference is relevant) teaches a billboard reservation system that allows users to respond to advertisements seen on an electronic billboard with a

portable device. However, Unold provisional only teaches logging on directly to the server, with no information traveling back and forth through the billboard. Unold provisional does not teach information transfer in the same manner as Applicant's invention (between the advertiser, server, billboard, and user).

4. Lutterbach (U.S. Patent No. 5,510,828) teaches a user as interacting with an electronic billboard with a handheld device. However, no reservation state or reservation requesting information is taught as being exchanged, and more importantly no advertising space reservation system is disclosed by this system. Lutterbach does not teach information transfer in the same manner as Applicant's invention (between the advertiser, server, billboard, and user). In fact, there is not even a management server in Lutterbach for information to travel through.

5. Hunter (U.S. Pub No. 2002/0156858) teaches an advertising space reservation system implemented across multiple location electronic billboards. Hunter does not disclose any interaction with the billboard with a portable wireless user device. Hunter does not teach information transfer in the same manner as Applicant's invention (between the advertiser, server, billboard, and user). These same deficiencies are present in the Oplinger reference (WO 01/57763).

6. The provisional application of Avnet (U.S. Pub No. 2002/0094787, only the provisional date of this reference is relevant) teaches information being sent to a portable user device from a billboard, that information aiding a user in buying movie tickets. However, Avnet provisional does not teach this purchase as happening through the billboard (rather, it takes place on a website), and more importantly, no advertising

space reservation system is disclosed by this system. Avnet provisional does not teach information transfer in the same manner as Applicant's invention (between the advertiser, server, billboard, and user). These same deficiencies are present in the Bruno NPL reference (Bruno, Antony. "Paging is reaching for new markets, new industries". Radio Comm Report. May 24, 1999. Pg 18).

7. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

### ***Conclusion***

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Bekerman whose telephone number is (571) 272-3256. The examiner can normally be reached on Monday - Friday, 7:30 - 3:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric W. Stamber can be reached on (571) 272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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JEFFREY D. CARLSON  
PRIMARY EXAMINER